

**Walk-Bike-Bus-Rail**

COAST provides advocacy, education and outreach to improve transportation options in Santa Barbara County, promoting rail, bus, bike, and pedestrian access.

**How to reach us**

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**E-mail discussion list**

Participate in discussions of local and regional transportation issues; receive notices of meetings and events. Subscribing is free and easy. Just visit:

<http://groups.google.com/group/coastsb>

**COAST Happy Hour**

Please join us the second Thursday of each month from 5-7 PM at the El Paseo Restaurant in Santa Barbara.

**COAST General Meeting**

Our General Meetings are the fourth Tuesday of each month from 12-1:15 PM. Location TBD. Please check our website and watch our discussion list for location and current agenda!

**Support COAST**

COAST depends on you to create better transportation options in Santa Barbara and beyond. Support COAST by making a donation. Just use the enclosed envelope, or you can go to the COAST website.

## “Walking Wednesdays” Strolls Into Second Season

By Courtney Dietz

In many communities, the days are gone where neighbors and friends meet on the corner to take a leisurely stroll through the neighborhood. But not so in Santa Barbara! COAST's *Santa Barbara Walks* has been hosting Walking Wednesdays on the 4<sup>th</sup> Wednesday of every month. We are now into our second season.

Walking Wednesdays is an opportunity for friends, strangers and neighbors alike to spend an evening walking and learning together. Each month features a different theme and hosts a different volunteer leader. Previous topics have been trees of Santa Barbara with **Bob Muller** author of *Trees of Santa Barbara*; architecture with **Jeff Shelton** visiting some of his local projects, architectural styles with **Anthony Grumbine**, and plants of Alice



Architectural Walk with Jeff Shelton

Keck Park with longtime gardener **Carol Terry**.

While Walking Wednesdays isn't targeting exercise directly as we are stopping and talking along the way, we can't ignore the incredible health benefits from simply walking. So many of us get caught up in the busyness of our days and only find ourselves walking

*See Walk, p. 2*

## Plan Santa Barbara Debate heats up *By Mark Bradley*

The City of Santa Barbara has entered a critical phase in the “Plan Santa Barbara” project to update its General Plan for the coming decades. City Staff and its consultants released a Draft Environmental Impact Report (EIR), as required by State law, and the public comment period for the document is now at an end. In June, the City Council and Planning Commission will direct staff to make any further analyses and revisions for the Final Draft EIR. Then, if all goes smoothly, the Planning Commission will certify the EIR in September, and the City Council will adopt the new General Plan in October. There are, however, some requirements in the EIR that are liable to be a subject of considerable debate and could delay

the final approval by Council.

The main bone of contention in the months ahead is likely to be how the City manages future traffic congestion. Congestion of the freeway and of key inter-sections, and with it air pollution, is forecast to increase drastically under any of the four growth scenarios described in the EIR (1. No Plan, 2. Plan SB, 3. Low Growth, 4. Additional Housing) None of the proposed land use and housing policies is projected to be adequate to offset the general trend of rising housing prices in Santa Barbara forcing more and more low and middle income workers to live outside the City and commute into town.

*See Plan SB, p. 3*

# Spring Festivals

By Eva Inbar



COAST's Earth Day 2010 booth



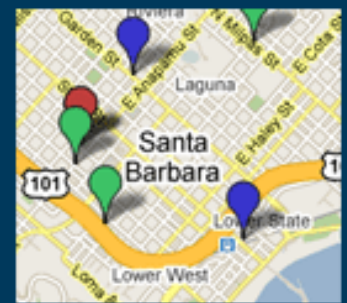
Volunteer Dru van Hengel helps a young customer at the SB Children's Festival

It is spring in Santa Barbara, and there is a party just about every weekend. COAST didn't miss any of them. Above, Courtney Dietz chats with some customers at our **Earth Day** booth on April 18. At the **Mesa Spring Fest** on May 8 and at the **SB Children's Festival** on May 15, we were wildly popular fitting helmets on young heads. On May 18, we tabled at the **Bike From Work** festivities downtown. On May 8, **National Train Day**, people of all ages turned out at the Santa Barbara Amtrak station to celebrate all things rail. A large group ac-

tually rode the train to Carpinteria and back, meeting up with another group that rode up from Ventura. This group included Ventura mayor **Bill Fulton**, Ventura City Councilwoman **Christy Wier**, Ventura City Manager **Rick Cole**, and Carpinteria Councilwoman **Kathleen Reddington**. For many kids, this was the first train ride of their lives. "On the train, I feel like I am flying and I am 55 feet tall," said little Chloe. Back in Santa Barbara, the event wrapped up with food and drink and a short program led by Emcee **Grant House**. Please visit our

## SBWalkSafe

SBWalkSafe



Report walking hazards, close calls and accidents here.

## Walk, continued from p.1

from the parking lot to the office. Walking Wednesdays provides a way for us to slow down and appreciate the sights, sounds and smells from the slower pace that walking affords us.

Our walk on May 26 will feature "Everyday Art" with guide **Ellen Durham** from Santa Barbara Walking Tours. According to Ellen, "whether it's tucked away in a winding paseo or hidden in plain sight in a busy shopping plaza, art can be found in the most surprising places – if you know where to look!" She will

help us find the hidden gems in Santa Barbara and share their history. Meet at 5:30 pm at the steps of the downtown main post office.



Anthony Grumbine leads architectural walk

COAST is launching a NEW online tool to keep track of hazards, trouble spots, near misses and accidents for pedestrians. Missing sidewalk? Report it on SBWalkSafe! Intersection with poor visibility for crossing? Report it on SBWalkSafe! Had a near miss walking to the store? Report it on SBWalkSafe! This will be a way for us to help focus our efforts as well have a record of issues and trouble spots. Click on the SBWalkSafe image (pictured here) on the Santa Barbara Walks tab of the COAST website. Help us improve walking by sharing your experiences!



# Biking to School at Goleta Valley Junior High

By Greg Janee

How can we increase bike ridership at our secondary schools? This is a challenge because, by the teen years, kids start to look more to their peers for acceptance and role models, and habits and expectations have largely been set.

At Goleta Valley Junior High there are approximately 60 students who ride to

looking at ways of building on this existing base of riders. For example, in anticipation of Bike To School Day we asked all current bicyclists to mark their bike routes on a map, which was then displayed for the whole school to see. The map shows how impressively far a few students ride, but more importantly, it shows how many students easily ride to school in 10 minutes or less and, by

implication, how many more students could.

Next year, COAST is looking to start a "bike buddy" program. As currently envisioned, an experienced rider would accompany a new rider to school and back one day; in return, each would receive a reward such as a Blenders gift card. The idea is to get students over the hurdle of bicycling for the first time.

When asked what would make good enticements to ride to school, one GV

student replied, "If I had a friend to ride with. And food." We're taking those answers to heart.

school regularly, including the large, informal group known as the "bike posse" that was profiled earlier this year in the Santa Barbara News-Press. COAST has been

## Bike to School Day



Rainy weather put a damper on Bike to School Day on May 18, but these students at Goleta Valley Junior High would not be deterred. This school is fast becoming the bike friendliest school among all the junior highs. They have several bike trains going to the school each day, and have around 80 bikes parked in the bike cage on a regular basis. Go GVJH!



## Plan SB, continued from p. 1

By law, the City is required to mitigate planned increases in traffic congestion and related emissions. The proposed mitigation policy is a package of Transportation Demand Management (TDM) policies, including: pricing of key on-street parking spaces downtown, stricter enforcement and pricing of parking to discourage commuters from using parking spots best reserved for shoppers, policies to encourage commuters to work from home, car pool and "cash out" their parking space, and increased provision of safe facilities for biking and walking. When this package of policies was analyzed in the Draft EIR, it was predicted to offset

much of the expected growth in traffic congestion.

We can expect to see some debate over the proposed TDM measures during the coming months. Particularly contentious will be the use of parking meters or kiosks to price prime on-street parking spaces, serving to keep some spaces available for those who value them most (and can afford the price). Others will have to look further away from State St. to find free parking. This change is expected to help avoid the "75 minute shuffle" where some commuters shift among free spaces during the day, and is also expected to cut down on congestion

caused by cars circling the block searching for an available free space.

Some will be skeptical of the effectiveness of using a parking management program to address traffic congestion, while others may worry about the affect it will have on the downtown business economy. In other cities, however, management of on-street parking has been used to improve the downtown economy, so there seems to be some scope to design a parking plan that can address traffic congestion and improve access and convenience for downtown customers and employees. COAST will be voicing our support for such a plan in the months ahead.



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**We love our Volunteers**

Always liked what COAST does and wondered how you could get more involved? You're in luck. COAST is always looking for volunteers.

Our Safe Routes to School Program regularly needs volunteers to fit bicycle helmets

on kids. This takes about two hours, and no experience is necessary. You can also help with our bicycle rodeos. Again, no experience needed. We'll show you what to do.

COAST is also looking for a three or four special people (like you!) to help us organize our fall Awards Party. There are a few specific jobs we need to fill: organizing food and beverages, creating a party theme and decorations, putting together a silent auc-



Volunteers at the SB Children's Festival: from left, Dru van Hengel, Matt Dobberteen, Lee Moldaver, Marcia Engelmann

tion, and making invitations, posters and a program for the event. COAST staff will help get you going and coordinate with all the volunteers. This is a great chance to get more involved, work with a fun group of people, and help COAST at the same time. If

you can dedicate 10-30 hours to organize this event between now and October, please get in touch with us.

This summer, we thank these volunteers: **Holly Bradbury, Matt Dobberteen, Benjamin Ellsworth, Mickey Flacks, Kirsten Zecher, Chris Sobell, Dru van Hengel, Martha Siegel, Jennifer Paredes.** To find out more about volunteering, please contact: Courtney Dietz, 805-875-3562 or [courtney@coast-santabarbara.org](mailto:courtney@coast-santabarbara.org)

**We thank our Individual Supporters**

We thank these people who joined COAST or renewed their support during the past three months:

**Vicky Blum and David Lebell, Dan Herron, Barbara Lindemann, Martin and Velma Stevenson, Dennis Thomson, Betty Wells, Deborah Winant, Patricia Gebhard, Jamie Rosenthal, Keith Coffman-Grey, Patricia Selbert, Sherrie, Fisher, Jan Keller, Edith Ogella, Jean Thomson and David Ramsthaller, Lisa and Jeff Gorrell, Susan Horne, Corey and Jill Anderson, Owen Patmor and Doris Phinney.**

**We thank our Major Supporters**

We thank the **McCune Foundation**, the **Green Park Foundation**, the **J.S. Bower Foundation** and the **Orfalea Foundation** for supporting our major projects.